



How Do We Engage the Community?



A presentation by Jessica Pugil, Working Partner LLC
at the Fall Planning Workshop for Local Governments

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As our community becomes more developed, one wonders ...



*"Post Oak bus lanes
break ground,
opponents file suit."
- Houston
Business Journal*



... will we be able to get
large public infrastructure
projects off the ground?

Community engagement is actually a key piece in the success of a planning or development project.



“Engaging early with stakeholders to identify local benefits reduces the cost of implementing infrastructure projects, sometimes quite significantly, and reduces controversy.”

(from: Infrastructure Intelligence)



fifth ward / buffalo bayou / east end
L I V A B L E C E N T E R S

1. Start with the neighborhood or community, not your expertise



Learn what they like, what they worry about, and who are key players in a community



They loved being near the bayou and were excited about the opportunity to enhance their green space.

They worried about poor housing conditions & abandoned lots.



Key Church leaders were important stakeholders and churches were central gathering places.

2. Establish a base for the project in the community to ensure strong communication



Build on their base and
leverage their relationships



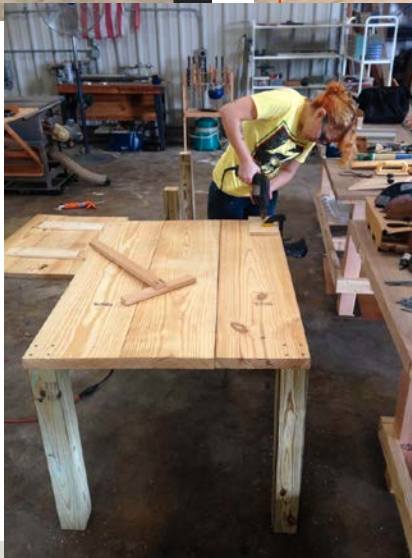
3. Hold meetings in unique locations



Honor the old, and herald the new



The Silo in the 5th Ward



4. Find and support residents & organizations that share your interest

*"I love my community
because ...*

*... it is part of my
Heart."*



Teach residents to be a part of the implementation, if possible



Community residents can be champions for your project because they care about their community



***"I love my community
because..."***

***...I love my
community."***

Thank you!

